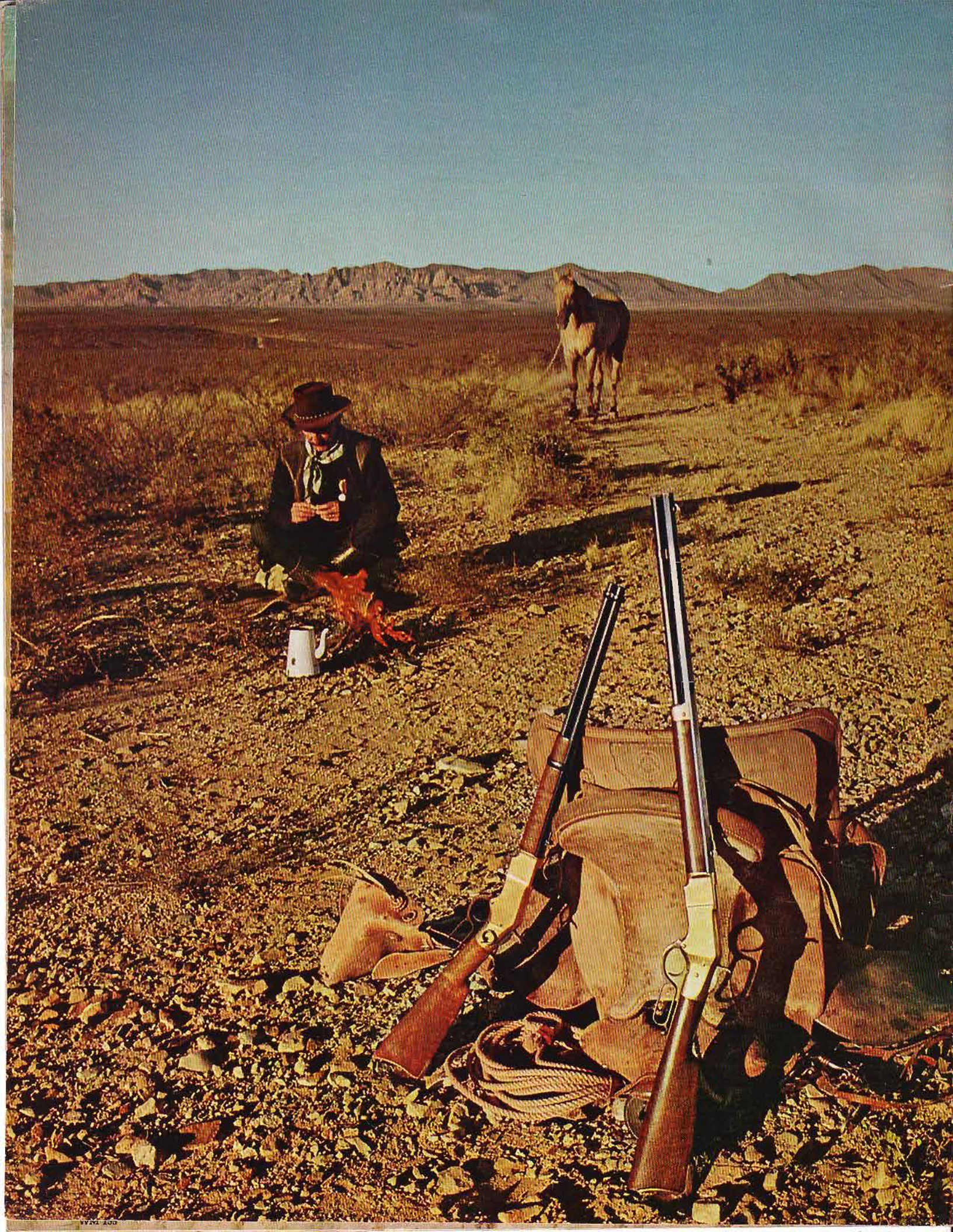
WINCHESTER®-Western®

1966 Sporting Arms and Ammunition
100th Anniversary Edition



Winchester... A Century of Leadership

1866-1966

It was a busy year, 1866. A strife-torn nation was mending itself. A new president was in the White House. And a certain type of man was turning his horse west in search of new adventure... new land... and often, a new name.

These men moving west followed the sun and stars in some hard country. What they ate, they shot. Home was a saddle and bedroll. And the silent Indians had a thousand eyes.

They said a frontier man needed but two things to survive: his wits... and his rifle. And they were right.

Only nature could take care of the first. But there was a man in Connecticut who had just taken care of the second.

His name? Oliver Winchester.

The rifle? The Model 1866. The *first* Winchester. And it was all Winchester said it was: "...The advantage that this Gun possesses... ability to deliver 18 shots in 9 seconds... cannot be over-estimated."

The birth of the Model '66 was the beginning of a century of great Winchesters... the Model 1873 that Buffalo Bill Cody called "the boss"... the Model 1876 adopted by the Canadian Northwest Mounted Police... Teddy Roosevelt's Model 1895 that he named "Big Medicine"... Ad Topperwein's Model 1903 made famous by his sharpshooting... and the wide variety of fast-firing shotguns used by Herb Parsons at shooting exhibitions all over the world... the Model 94—still the most popular deer rifle made... and 81 other Winchester models including the return of the '66 to start the second century.

This tradition is the reason being a "Winchester Man" means as much today as it did on the old frontier.

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Weights and stock dimensions vary according to the individual firearm. Prices include Federal Excise Tax and are subject to change without notice.

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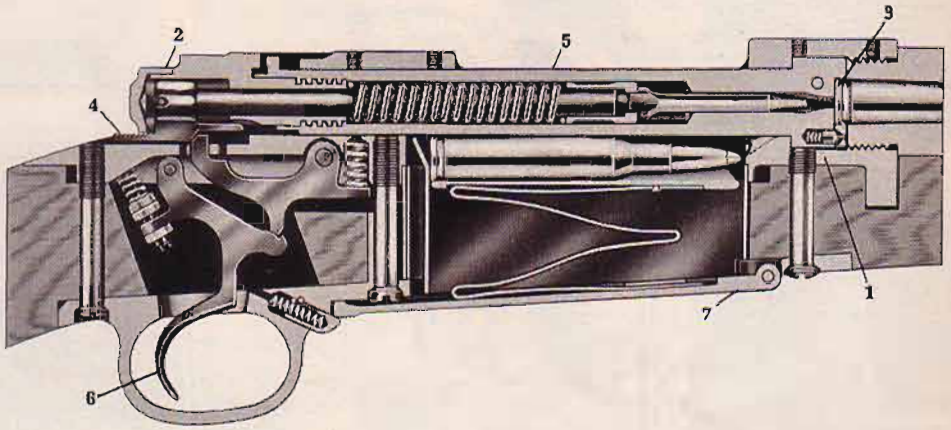
CENTER FIRE RIFLES

WINCHESTER MODEL 70...THE "RIFLEMAN'S RIFLE"

...and for 1966 Winchester's done the impossible—improved the classic Model 70!

Ever since the first Model 70, back in 1936, men have called it the "Rifleman's Rifle." We don't think making it better looking and stronger will change that!

The real outdoorsman will instinctively warm to the smoother flowing pistol grip design and new checkering. It's like shaking hands with a friend you know you'll trust for life! And that's only the start of a long list of standard features you've seen before only on custom-made rifles.



Take a closer look at the Model 70. **(1)** Strong, *precision-forged* steel receiver with flat bottom provides superior bedding. **(2)** Breech bolt sleeve cap eliminates the danger of possible gas blow-back. **(3)** Recessed bolt face totally encloses cartridge head for greater strength and safety. **(4)** Easy-to-see red cocking indicator offers maximum safety and convenience. **(5)** Engine-turned bolt adds a custom look. **(6)** Wider, serrated trigger provides larger bearing surface, better trigger control, sharp, crisp let-off, and minimum trigger movement. **(7)** Hinged floor plate allows easy removal of cartridges from the bottom.

The high comb and cheek piece of the Model 70's high-gloss American walnut stock add a new dimension of shooting convenience and comfort either with iron sights or a scope. The raised Monte Carlo comb puts your eye where it can get through the sights and on game faster. During recoil the cheek piece literally walks away from your face and prevents bruising, and a cross bolt (two on Magnum models) has been added to assure greater strength in the recoil areas. Magnum calibers come fitted with a custom rubber recoil pad.

Three-position safety—The Model 70's exclusive three-position safety not only affords maximum protection and the quickest, most positive and effortless thumb release, but a choice of settings designed to meet every hunter's need—whether carrying or holding at ready.

(A) When *fully on*, the safety is in the rear position...both the firing pin and bolt are positively locked.

(B) When the safety is at right angles to the bolt—the *intermediate* position—the firing pin is locked, but not the bolt ...allows the cartridges to be worked from magazine or chamber in complete safety.

(C) The safety is *off* when it's pushed fully forward.

Free-floating barrel assures your Model 70 will hit where you hold it! The barrel is swaged for a micro-smooth bore, insures accuracy through perfect chamber and bore alignment.

This free-floating system prevents contact between barrel and forend. Both front and rear sights detach easily from the barrel when the scope is mounted...and, for sleek contour, plug screws fill the holes when sights are detached.

A.
B.
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SIX STYLES...ELEVEN CALIBERS

...there's a world famous Model 70 bolt action available for any kind of shooting.

A. Model 70 Standard: $149.95. Sporting a new stock profile that features a new smooth-flowing configuration at the pistol grip and fancy positive checkering, this rifle continues to set the standard for accuracy, ruggedness and dependability. You can bet that somewhere in the world, right now, someone's pulling his Model 70 down on a trophy head!

Its swaged, free-floating barrel and famous Model 70 breeching provide you with precision cartridge seating and offer you greater accuracy than ever. Take your choice of calibers—225, 243, 270, and 308 Winchester...or the classic 30-06 Springfield.

B. Model 70 Magnum: $164.95. Here are the Famous Five! Big bore, hard-hitting, accurate magnums designed to deliver energy by the *ton* to bring that long stalk to a quick end at all hunting ranges... 264 Winchester Magnum WESTERNER ...Model 70 Magnum chambered for the 7mm Rem. Magnum...300 Winchester Magnum...and the ALASKAN in either 338 Winchester Magnum or 375 H&H Magnum calibers.

C. Model 70 Varmint: $164.95. To be honest, few riflemen are good enough to really appreciate the superior accuracy of this free-floating 24-inch heavyweight target-type barrel. But for the man who wants the best, the flat trajectory of the 225 Winchester or 243 Winchester cartridge can bring down a chuck or prairie dog at 350 yards...or better. You also get handsome checkering...improved stock profile...and blocks for scope mounts.

D. Model 70 Deluxe: $274.95. Discriminating sportsmen can't take their eyes off this beauty. From the non-slip rubber butt pad to the muzzle of the smoothly tapered barrel, the Model 70 is as good looking as it's hard working.

Take a long satisfied look at the hand selected semi-fancy walnut stock. You'll see that the raised cheek piece which flutes down into presentation checkering was designed by a man who knew what he was about! The pure ebony pistol grip cap and forend tip with white spacers add to the custom look.

Notice the mirror-blue finish on the receiver...knurled bolt knob...breech bolt sleeve cap...3-position safety...hinged steel floor plate...and quick detachable sling swivels. Available in 225, 243, and 270 Winchester...30-06 Springfield...and 300 Winchester Magnum.

E. Model 70 Target: $199.95. The zero-holding Model 70 TARGET boasts more big bore target records than all the others put together. It's especially designed for either iron or telescopic sights, with a high comb Marksman stock, full pistol grip, a contoured solid aluminum hand stop, and wide checkered steel butt plate. Tapped for standard micrometer sights and with scope blocks. Available in 30-06 Springfield (slotted for clip loading) with heavyweight 24-inch barrel.

F. Model 70 African—458 Winchester Magnum: $324.95. Here's the big medicine for the Big Five. This is what you want out front when a charging buffalo, a leaping lion, or a trumpeting bull elephant is riding on the sights! The Model 70 AFRICAN offers a crushing muzzle energy of better than 2½ tons...and is more than a match for all of the "big ones" sought on safari. Quick detachable sling swivels, carrying strap, forend tip and Winchester rubber recoil pad are standard on the Model 70 African.

Model 70 Barreled Actions—Standard: $115.25; Magnum: $126.50; Varmint: $126.50; Target: $160.35. For sportsmen who prefer their own custom-made stock, Winchester now provides Model 70 barreled actions. The receivers and barrels are drilled, tapped and filled with removable screws. Available in: 225, 243, 270, and 308 Winchester; 30-06 Springfield; 225 and 243 Winchester VARMINTS; 264, 300, 338 Winchester Magnums, 7mm Rem. Magnum; 30-06 Springfield TARGET.

(Note: Specifications for barreled actions are the same as for equivalent Model 70s, except they are not furnished with sights or sight blocks.)

MODEL 70 SPECIFICATIONS

Caliber	225† Win.	225 Win. Varmint	243† Win.	243 Win. Varmint	264 Win. Mag. Westerner	270† Win.	7mm Rem. Mag.	30-06† Springfield	30-06 Springfield Target	308 Win.	300† Win. Mag.	338 Win. Mag. Alaskan	375 H&H Mag.	458 Win. Mag. African
Magazine Capacity[a]	5	5	5	5	3	5	3	5	5	5	3	3	3	3
Overall Length	42½"	44½"	42½"	44½"	44½"	42½"	44½"	42½"	44½"	42½"	44½"	44½"	44½"	42½"
Barrel Length	22"	24"	22"	24"	24"	22"	24"	22"	24"	22"	24"	24"	24"	22"
Length of Pull	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13¼"	13½"	13½"	13½"	13½"	13½"
Drop at Comb	1¾"	*9/16"	1¾"	*9/16"	1¾"	1¾"	1¾"	1¾"	*½"	1¾"	1¾"	1¾"	1¾"	1⅝"
Drop at Heel	2⅛"	*15/16"	2⅛"	*15/16"	2⅛"	2⅛"	2⅛"	2⅛"	*⅞"	2⅛"	2⅛"	2⅛"	2⅛"	2⅜"
Drop at Monte Carlo	1½"	*⅜"	1½"	*⅜"	1½"	1½"	1½"	1½"	—	1½"	1½"	1½"	1½"	1¾"
Weight (lbs.)	7	9¾	7	9¾	7¼	7	7¼	7	10¼	7	7¼	7¼	8½	8½
Rate of Twist (Right Hand) One turn in	14"	14"	10"	10"	9"	10"	9½"	10"	10"	12"	10"	10"	12"	14"

(a) Add one round for cartridge in chamber
†These specifications also apply to the Model 70 Deluxe

*From center line of bore. All others from line of sight.

NEW MODEL 670

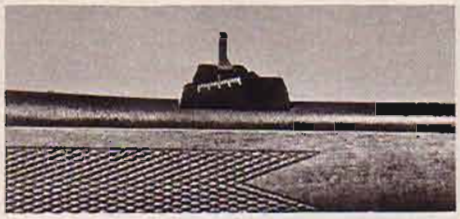
hester bolt action carbine? It's here! (rifle and magnums, too.)

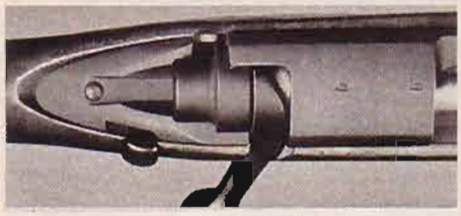
Special Centennial Offer We proudly offer a full-color 28" x 14" print, ready for framing, of our dramatic cover illustration "Stagecoach" painted by one of the world's best-known and respected illustrators, Norman Rockwell.

Only $1.00 each.

eye right to the target through either iron sights or a scope. There's good hand-filling checkering on the sleek pistol grip and forearm. The custom-type, floating barrel provides the pinpoint accuracy you want at all hunting ranges.

The Model 670 is available in seven calibers. Carbine: 243 and 270 Winchester, 30-06 Springfield. Rifle: 225, 243, 270, and 308 Winchester, 30-06 Springfield; 264 and 300 Winchester Magnums.





Recessed bolt face inside the high-strength, precision-forged receiver of all Model 670s completely encloses and adds support to the cartridge head for greater safety.

Floating Winchester Proof Steel barrel is swaged to produce a micro-smooth bore, plus perfect chamber and bore alignment for precision shooting.

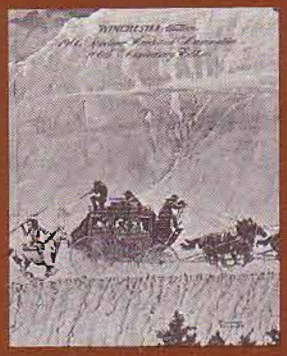
Two-position safety of the Model 670 lets you work cartridges from magazine to chamber in complete safety. When *fully on* the safety is in the rearward position. This locks the firing pin, but not the bolt... allowing you to remove cartridges from the magazine. The safety is *off* when it's pushed fully forward.

Here are many more features of the Model 670 that make this new bolt action the buy-of-the-year: **Receiver**—strong, precision-forged steel with flat bottom for superior bedding. **Trigger**—wide, serrated for greater bearing surface, improved trigger control... lets you squeeze off crisply, sharply, with minimum trigger movement. **Sights**—front and rear, both detach easily from the barrel when a scope is mounted; plug screws fill holes when sights are detached. **Red cocking indicator**—for ultimate safety and convenience.

MODEL 670 SPECIFICATIONS

Caliber	225 Win. Rifle	243 Win. Carbine	243 Win. Rifle	264 Win. Magnum	270 Win. Carbine	270 Win. Rifle	30-06 Springfield Carbine	30-06 Springfield Rifle	308 Win. Rifle	300 Win. Magnum
Magazine Capacity[a]	4	4	4	3	4	4	4	4	4	3
Overall Length	42½"	39½"	42½"	44½"	39½"	42½"	39½"	42½"	42½"	44½"
Barrel Length	22"	19"	22"	24"	19"	22"	19"	22"	22"	24"
Length of Pull	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"
Drop at Comb	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"
Drop at Heel	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"
Drop at Monte Carlo	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"
Weight (lbs.)	7	6¾	7	7¼	6¾	7	6¾	7	7	7¼
Rate of Twist (Right Hand) One turn in	14"	10"	10"	9"	10"	10"	10"	10"	12"	10"

(a) Add one round for cartridge in chamber



Our Cover Painting

The excitement and romance of the days when the West was being won is captured in this Norman Rockwell painting. We're honored to feature this painting on the cover of our 100th Anniversary Edition Catalog.

The rifles illustrated in the action-packed stagecoach chase are Model 66s, the original lever actions — guns that made Winchester a household name and necessity on the Western frontier.

For the full "Stagecoach" story and information on how you can order prints of this powerful painting, turn to page 25.

NEW MODEL 670

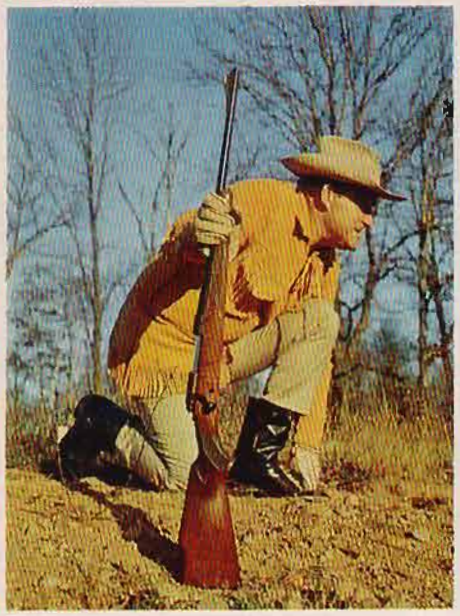
...been waiting for a Winchester bolt action carbine? It's here! (rifle and magnums, too.)

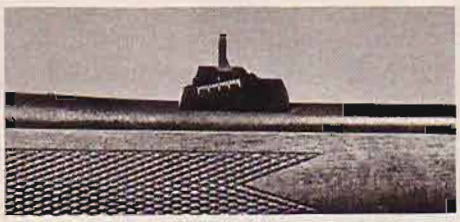
New Model 670—Carbine: $114.95; Rifle: $119.95; Magnum: $134.95. A new Winchester Model 670 is the practical kind of gun you'll want to pack with you when the going's really rough. It provides the accuracy and dependability of the famous Winchester bolt action... and gives you unmatched pride of ownership at a matchless low price.

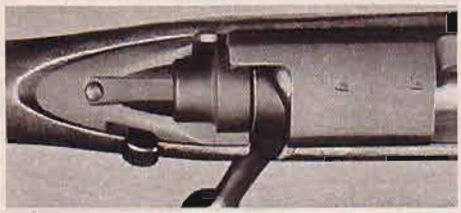
Name your game—from timber wolf to brown bear—then choose a 670 carbine or rifle (standard calibers or magnum) to bring it down. The 670 delivers the same reliable performance as the world famous Model 70.

There are many features that make the Model 670 appeal to gun buffs. The walnut finish stock has a high comb Monte Carlo which leads your eye right to the target through either iron sights or a scope. There's good hand-filling checkering on the sleek pistol grip and forearm. The custom-type, floating barrel provides the pinpoint accuracy you want at all hunting ranges.

The Model 670 is available in seven calibers. Carbine: 243 and 270 Winchester, 30-06 Springfield. Rifle: 225, 243, 270, and 308 Winchester, 30-06 Springfield; 264 and 300 Winchester Magnums.







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Here are many more features of the Model 670 that make this new bolt action the buy-of-the-year: **Receiver**—strong, precision-forged steel with flat bottom for superior bedding. **Trigger**—wide, serrated for greater bearing surface, improved trigger control... lets you squeeze off crisply, sharply, with minimum trigger movement. **Sights**—front and rear, both detach easily from the barrel when a scope is mounted; plug screws fill holes when sights are detached. **Red cocking indicator**—for ultimate safety and convenience.

MODEL 670 SPECIFICATIONS

Caliber	225 Win. Rifle	243 Win. Carbine	243 Win. Rifle	264 Win. Magnum	270 Win. Carbine	270 Win. Rifle	30-06 Springfield Carbine	30-06 Springfield Rifle	308 Win. Rifle	300 Win. Magnum
Magazine Capacity[a]	4	4	4	3	4	4	4	4	4	3
Overall Length	42½"	39½"	42½"	44½"	39½"	42½"	39½"	42½"	42½"	44½"
Barrel Length	22"	19"	22"	24"	19"	22"	19"	22"	22"	24"
Length of Pull	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"	13½"
Drop at Comb	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"
Drop at Heel	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"	2⅛"
Drop at Monte Carlo	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"	1½"
Weight (lbs.)	7	6¾	7	7¼	6¾	7	6¾	7	7	7¼
Rate of Twist (Right Hand) One turn in	14"	10"	10"	9"	10"	10"	10"	10"	12"	10"

(a) Add one round for cartridge in chamber

MODEL 88 LEVER ACTION AND MODEL 100 AUTOMATIC

...none faster firing...none more modern.

Model 88 Lever Action: $139.95. Your finger never leaves the trigger as you squeeze off round after round from the best lever action made. Reason? The trigger moves with the lever and disconnects when the lever is open. This makes the Model 88 safer...no mashed or pinched fingers...and provides the accuracy of a bolt action with the speed of a modern short-stroke lever action.

The Model 88 with basket-weave checkering has a rotary, triple-lug, head-locking bolt and is chambered for the versatile 243 and 284 Winchesters and the powerful big game 308 Winchester. From predators to white tails to moose you can count on the Model 88.

Model 100 Automatic: $155.95. Here's the world's fastest shooting, most accurate, automatic big game hunting rifle. Based on Winchester's experience in developing and manufacturing the famous M-1s of World War II, the Model 100 has the perfect balance and minimum recoil it takes to get on target fast ...and stay there.

It has a triple-lug, front-locking, rotating bolt which gives bolt action strength and dependability. The Model 100's smooth, gas-operated action is self-metering to insure positive functioning with all bullet weights.

Other features include its detachable, staggered, box-type magazine which lies flush with the stock. It is securely double-latched and feeds positively.

The heat-treated Winchester Proof Steel receiver is tapped for most sights and mounts—side ejection clears the lowest mounted scope. A one-piece, pistol grip stock of close-grained walnut features basket-weave checkering, fluted comb, steel pistol grip cap, and sling swivels.

(Extra magazines for Models 88 and 100, only $3.90 each.)

MODEL 88 and MODEL 100 SPECIFICATIONS

Caliber	243 Win.	284 Win.	308 Win.
Magazine Capacity[a]	4	3	4
Overall Length	42½"	42½"	42½"
Barrel Length	22"	22"	22"
Length of Pull	13¾"	13¾"	13¾"
Drop at Comb	1½"	1½"	1½"
Drop at Heel	2⅝"	2⅝"	2⅝"
Weight (lbs.)	7¼	7¼	7¼
Rate of Twist (Right Hand) One turn in	10"	10"	12"

(a) Add one round for cartridge in chamber.

MODEL 94
LEVER ACTION CARBINE
...the rifle deer hunters own ...or wish they did.

Model 94 Lever Action Carbine: $84.95. Since 1894 the rugged, reliable Model 94 has been bought by nearly 3 million hunters...and has become the world's most famous deer rifle.

No wonder. This dependable, lightweight, smooth-functioning, lever action carbine is the classic western saddle gun. To guides and trappers it's the best brush rifle ever made.

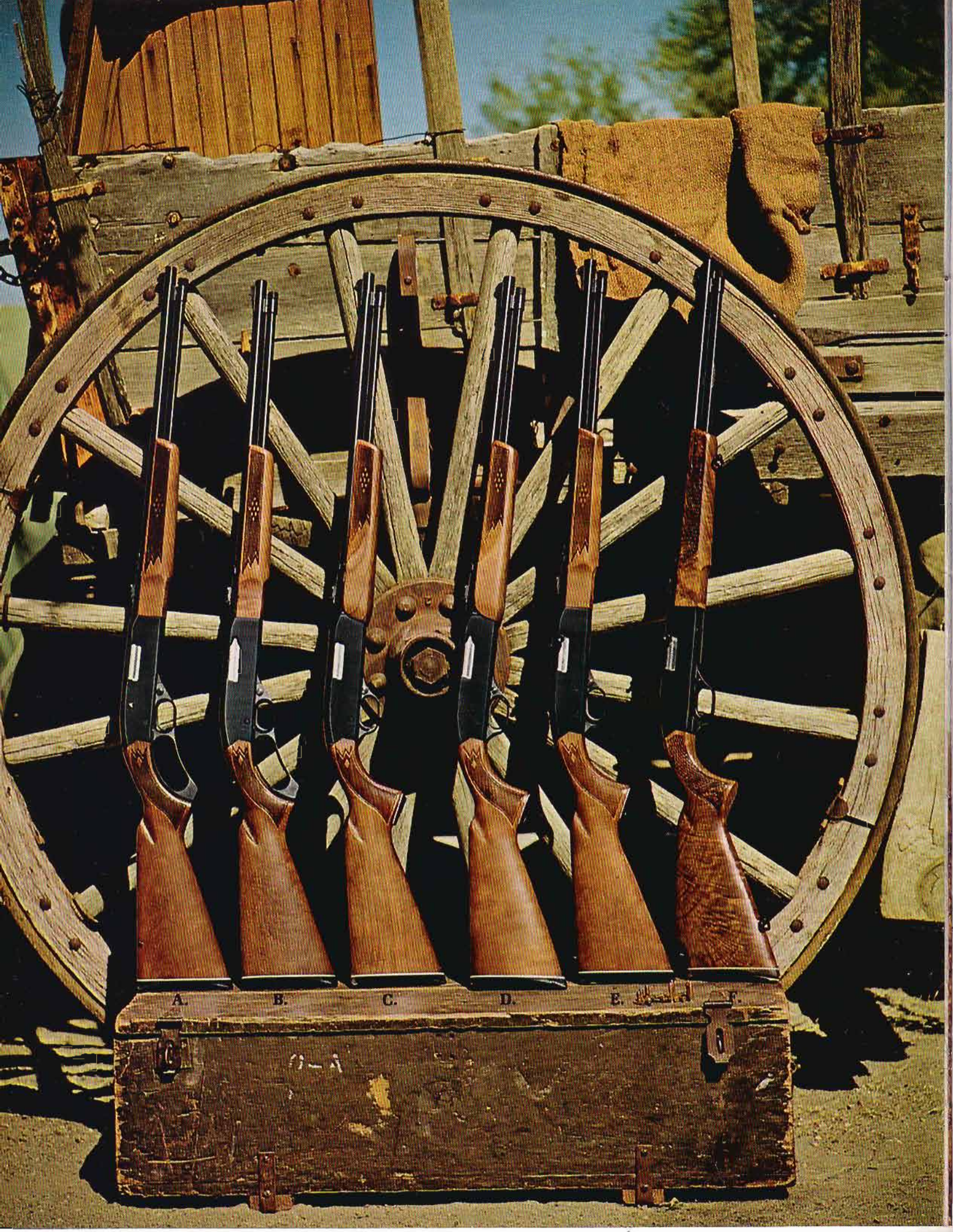
The high strength receiver of the Model 94 is tapped for receiver sights. It's bossed at both ends for better handling to match the graceful symmetry of the classic design of its straight grip and forearm. The lever works fast and sure. There's a visible hammer, half-cock safety notch, top ejection, and loading gate on the side of the receiver. Carefully rifled and chambered, the Winchester Proof Steel barrel has a sporting rear sight with elevator and bead front sight. The only arguments you ever hear about the 94 are whether it's better in 30-30 or 32 Special.

Model 94 Antique: $93.95. And here's the fancy version of the Model 94...featuring a colorful, case hardened receiver with classic scroll work...brass plated saddle ring and loading gate. It's a 94 decked out in its Sunday best...in 30-30 Winchester only.

MODEL 94 SPECIFICATIONS

Caliber Style	30-30 Win. Regular	32 Win. Spec. Regular	30-30 Win. Antique
Magazine Capacity[a]	6	6	6
Overall Length	37¾"	37¾"	37¾"
Barrel Length	20"	20"	20"
Length of Pull	13"	13"	13"
Drop at Comb	1¾"	1¾"	1¾"
Drop at Heel	2½"	2½"	2½"
Weight (lbs.)	6½	6½	6½
Rate of Twist (Right Hand) One turn in	12"	16"	12"

(a) Add one round for cartridge in chamber.


A.
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RIM FIRE RIFLES

WINCHESTER 200 SERIES . . . whatever your choice of action . . . lever, slide, or automatic . . . they're built like the big bores.

Winchester 22s have come a long way since the Model 1873 was first chambered for 22 caliber cartridges back in 1884. You now have your choice of actions — lever, slide, or automatic.

Standard models take 21 Short, 17 Long, or 15 Long Rifle cartridges interchangeably. And two models are chambered for the powerful 22 Winchester Magnum Rimfire. Plus all models are available in Deluxe versions.

For 1966, the standard models feature new checkering on the pistol grip and forearm, metal front and rear sights, sleek walnut finish stock, and white spacers between butt plate and stock.

You can expect dead-center accuracy and perfect balance from any gun in the 200 Series line . . . plus the good looks and dependability of high-strength aluminum alloy receivers grooved for tip-off scope mounts, engine-turned bolts, and Winchester Proof Steel barrels.

Whatever action you choose, you'll find a Winchester 22 looks, feels, and shoots like the man-sized rifle it is.

A. Model 250 Lever Action: $58.95; Deluxe: $79.95. Since the original Model '66, Winchester has been turning out lever actions. You take advantage of a century of skill and know-how owning a handsome Model 250. Fast, dependable, smooth action, built-in accuracy, good looks . . . all make the 250 a favorite.

B. Model 255 Lever Action 22 Winchester Magnum: $61.95; Deluxe: $82.95. Big brother to the Model 250, here's an extraordinary rifle. The Model 255, chambered for 22 Winchester Magnum Rimfire cartridges, packs a real hunting wallop. You keep your finger on the trigger as you work the lever to get shot after shot away . . . swiftly and accurately. The small game Model 255 offers center fire performance at rim fire cost.

C. Model 270 Slide Action: $57.95; Deluxe: $78.95. The first time you shoot the Model 270 . . . and work its flawless slide action . . . you'll find the kind of responsiveness and accuracy you'd expect only from a big game rifle. But it's all here in the beautiful 270 . . . the rugged slide action that's built to take it under any conditions.

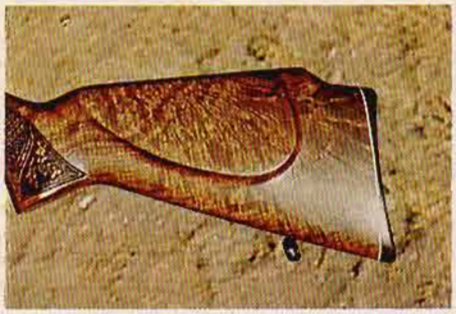
D. Model 275 Slide Action 22 Winchester Magnum: $61.95; Deluxe: $82.95. This one's got the heft that feels just right when you're carrying it and when you're shooting it. And it's got power to spare for those long shots . . . its 40 grain bullet, with either a full metal case or tough jacketed hollow point, delivers the knockdown energy you need for predators and small game.

E. Model 290 Automatic: $54.95; Deluxe: $75.95. Squeeze 'em off fast . . . up to 21 shots . . . Short, Long, or Long Rifle . . . one after the other . . . with the good-looking Model 290. The ruggedness and dependability of this self-loader have appealed to shooters since its introduction — it's the most popular 22 automatic made.

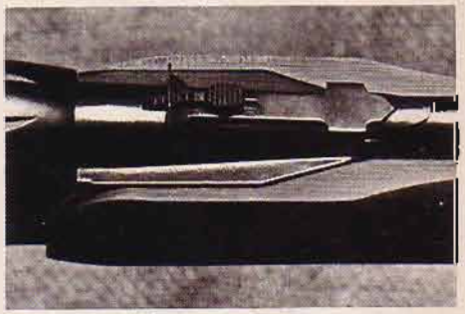
F. 200 Series Deluxe 22s. How do you judge a rim fire rifle? Appearance? Ease of handling? Performance?

No matter what your standards, the Deluxe Model 22s rate tops in all categories. For example: the high-gloss Monte Carlo selected walnut stocks, fluted, with cheek pieces, basket-weave and acorn motif checkering, and white spacers between butt plate and stock . . . sling swivels, too, on all but the slide actions. Receivers of specially finished, lightweight aluminum grooved for tip-off mounts and with adjustable rear sights.

You be the judge. You'll discover looks, easy handling, and proved performance in each of the five Deluxe Models: 250 Lever Action; 255 Lever Action Magnum; 270 Slide Action; 275 Slide Action Magnum; and 290 Automatic. Any choice is a wise one.



Sculptured Cheek Piece of this Deluxe 22 began as a selected genuine American semi-fancy walnut blank. It was then fluted into a Monte Carlo stock and given a high-gloss, satin-smooth finish to make it the ideal 22 rifle for use with a scope.



All Sights Are Metal . . . rear sights on all ten models of the Winchester 200 Series line of 22s are adjustable. Deluxe models are fitted with flat-top sporting rear and blade front sights . . . receivers are specially finished and grooved for tip-off mounts.

MODEL 52D TARGET RIFLE: $154.95. You can count on its performance. Most champions do.

From the time the first Winchester Model 52 was unlimbered at Camp Caldwell in 1920, it has won more smallbore championships—international, national, regional, and state—than any other rifle. Here's why:

Vibration-Free, Drag-Free Trigger... short movement... externally adjustable for individual pull preference down to one pound. Convenient, positive, side-lever safety.

Free-Floating Barrel with adjustable bedding device, precision rifled, lead lapped, with squared, bright finished muzzle. Target barrels available in standard or heavy weight, both tapped for front sight bases.

Specially Proportioned Marksman Stocks of choice walnut... rubber butt pad... channel for sliding palm rest... adjustable hand stop.

Solid Receiver has no magazine slot—maximum rigidity, consistent accuracy. Drilled and tapped for sights... scope mount bases attached to barrel—7.2" center to center.

Winchester Speed Lock Action—receiver, bolt, firing pin are carburized for hardness, strength, and retention of head space.

Model 52D Barreled Actions: $119.35. Since these actions were introduced last year, many champions have ordered them for their own custom stocks. You can too.

Take advantage of the convenience and economy of these smallbore barreled actions in either standard or heavy weights. Here's all the precision and accuracy of the famous championship Model 52D with receiver and barrel drilled and tapped for front and receiver sights or scope blocks.

RIM FIRE RIFLE SPECIFICATIONS

Model	250	270	290	250 Deluxe	270 Deluxe	290 Deluxe	255	275	255 Deluxe	275 Deluxe	52D Std. Wt.	52D Hvy. Wt.
Action Type	Lever	Slide	Auto	Lever	Slide	Auto	Lever	Slide	Lever	Slide	Bolt	
Caliber	22 Rim Fire -Short, Long and Long Rifle interchangeably						22 Winchester Magnum Rimfire ONLY				22 Long Rifle ONLY	
Magazine Capacity	21 Short or 17 Long or 15 Long Rifle Cartridges						11-22 Winchester Magnum Rimfire Cartridges ONLY				Single Shot	
Overall Length	39"	39"	39"	39"	39"	39"	39"	39"	39"	39"	46"	46"
Barrel Length	20½"	20½"	20½"	20½"	20½"	20½"	20½"	20½"	20½"	20½"	28"	28"
Length of Pull	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"	13⅝"
Drop at Comb	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	1¾"	*¼"	*¼"
Drop at Heel	2¾"	2¾"	2¾"	2¾"	2¾"	2¾"	2¾"	2¾"	2¾"	2¾"	*¾"	None
Drop at Monte Carlo	—	—	—	2¼"	2¼"	2¼"	—	—	2¼"	2¼"	—	—
Weight (lbs.)	5	5	5	5	5	5	5	5	5	5	9¾	11
Rate of Twist (Right Hand) One Turn in	16"	16"	16"	16"	16"	16"	16"	16"	16"	16"	16"	16"

*Drop dimensions taken from center line of bore

NEW MODEL 190 AUTOMATIC: Rugged. Dependable. Man-sized. And priced right: $43.95.

Here's a new Winchester automatic 22 that can take hard knocks and still put those rounds where you want them. Pull the cocking handle back only once... let it go... and the Model 190 fires up to 21 shots as fast as you pull the trigger.

This new 22 handles 21 Short, 17 Long, or 15 Long Rifle cartridges interchangeably. Delivers dead-center accuracy... the result of Winchester's precision craftsmanship.

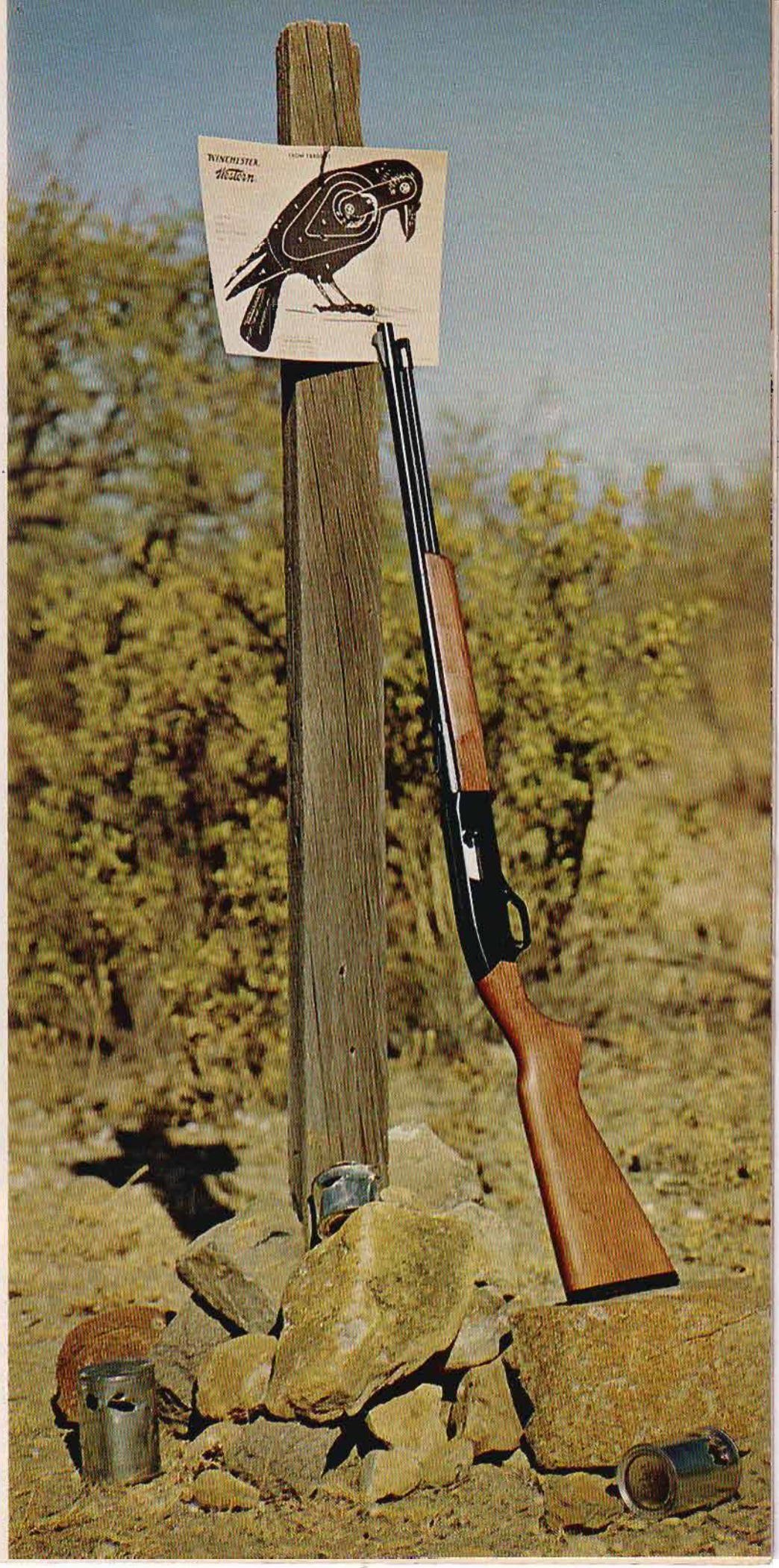
The smart contour of the walnut finished stock and forearm... plus the comfortable pistol grip... make the 190 a fast handling natural pointer. You'll find the same wood-and-metal workmanship on this gun that discriminating shooters are accustomed to finding on all Winchesters.

High-strength aluminum alloy gives the receiver non-rusting ruggedness. It's grooved for tip-off scope mounts. The Winchester Proof Steel barrel is fitted with all metal sights for accuracy and durability. The rear sight is adjustable; the square post front sight is on a streamlined ramp.

As a boy's first rifle, you can't beat a Winchester 22. And the Model 190 automatic is a rifle that'll make a man out of a boy... and put a little of the boy back in the man... by providing years of shooting enjoyment... plinking... target shooting... and hunting small game. Don't be surprised if this Winchester adds another man to your house—a Winchester Man.

MODEL 190 SPECIFICATIONS

Action Type	Automatic
Caliber	22 Rim Fire—Short, Long and Long Rifle interchangeably
Magazine Capacity	21 Short or 17 Long or 15 Long Rifle Cartridges
Overall Length	39"
Barrel Length	20½"
Length of Pull	13⅝"
Drop at Comb	1¾"
Drop at Heel	2¾"
Weight (lbs.)	5
Rate of Twist (Right Hand) One turn in	16"



WINCHESTER CENTENNIAL '66 RIFLE OR CARBINE: One hundred twenty-five dollars.

The Return of the '66

"For Bear or Buffalo hunting, it is unrivaled . . ."

". . . In every respect a better and more perfect rifle, which for power, accuracy, and rapidity of fire, exceeds any other firearm ever made . . ."

". . . Especially adapted to the use of cavalry, or for hunting on horseback . . ."

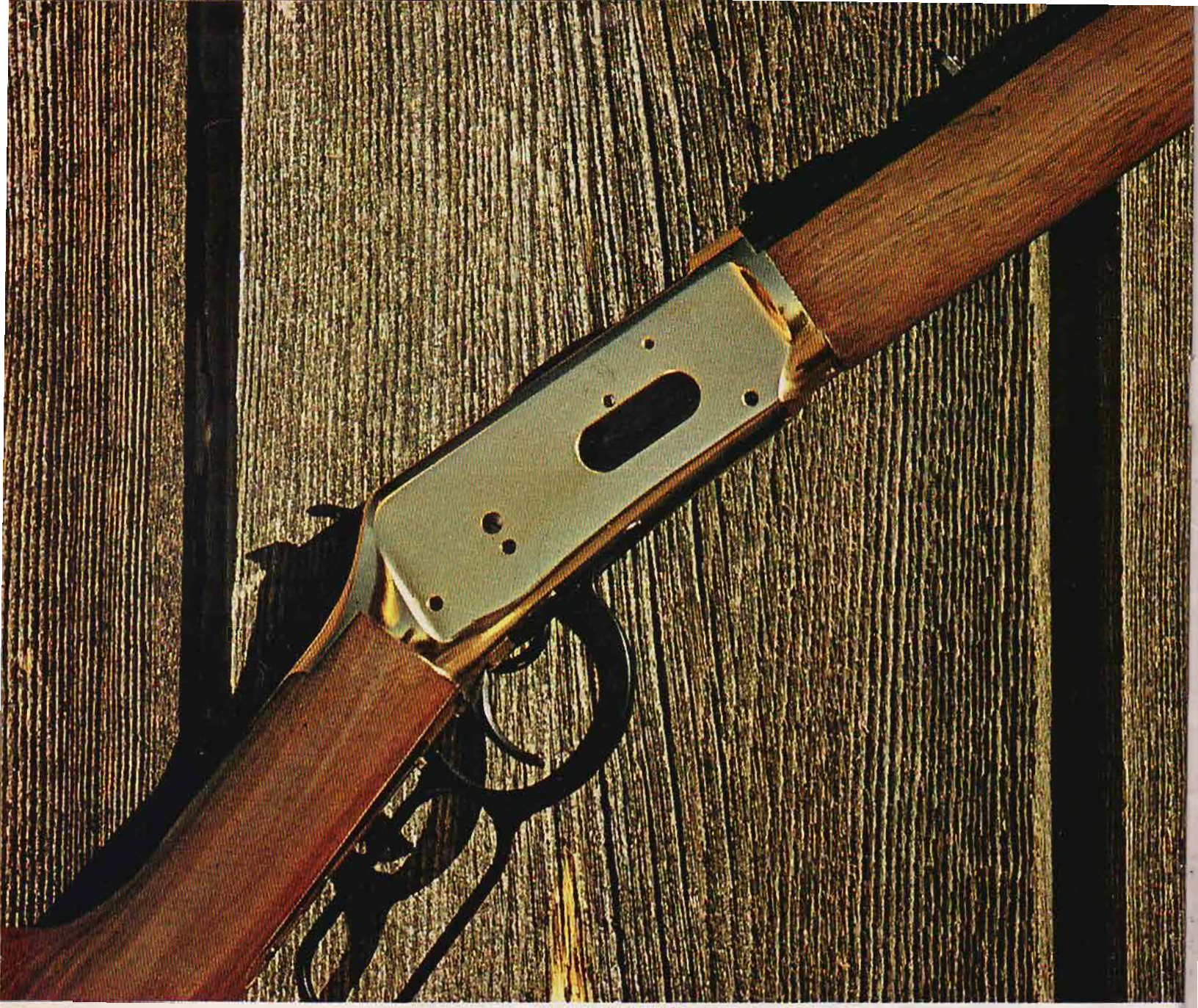
". . . I have found none better to compare with Winchester Rifles for force, accuracy, range in shooting, durability, and simplicity of construction . . ."

History proves that these first Winchesters lived up to all the boasts about them. Winchester became a household word and a household necessity. The pioneer, hunter, and trapper believed in their Winchesters . . . and its possession was a passion with every Indian. Frontiersmen and cowboys would rather have been caught clean shaven than without their Model '66 rifle or carbine.

Now the '66 has returned . . . in limited edition rifles and carbines . . . to commemorate Winchester's 100th Anniversary.

It has the appearance of its famous history-making ancestors from its accurate, blued octagon barrel right down to its shiny golden receiver . . . which caused the original '66 to be named "Yellow Boy" by the Indians.

No finer rifle was ever held in the crook of an arm or pulled from a scabbard. A century of Winchester Men would agree.



WINCHESTER CENTENNIAL '66...from out of the past...the gun with a future.

The Winchester Centennial '66 is a direct descendant of the greatest line of nineteenth century lever actions...the '66, the '73, the '76, the '86, the '92, the '94, and the '95. Used by the most famous history-makers of them all.

Old timers bought their original '66 for its ruggedness and dependability. They knew they could count on it to do the job...whether it was bringing in meat for camp...or protecting the homestead.

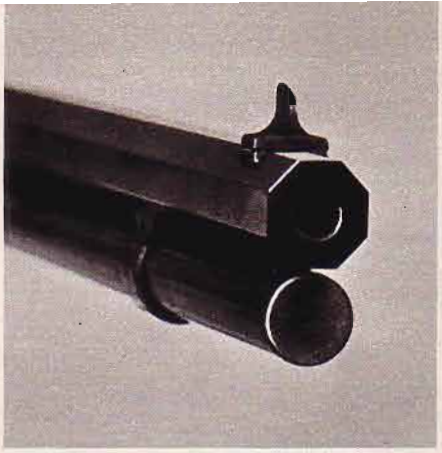
What made the name Winchester a synonym for "rifle?" The same features you'll find in today's exclusive Winchester Centennial '66 models.

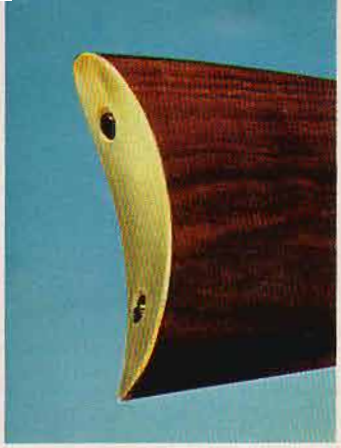
Let's start at the end that nestled against buckskin or homespun—the butt plate. It's solid brass with the traditional crescent shape of a rifle butt. Next, the American walnut stock with its high-gloss finish...the straight line from toe to receiver...the sleek grip which sweeps gracefully into the comb. The classic lines of a classic gun.

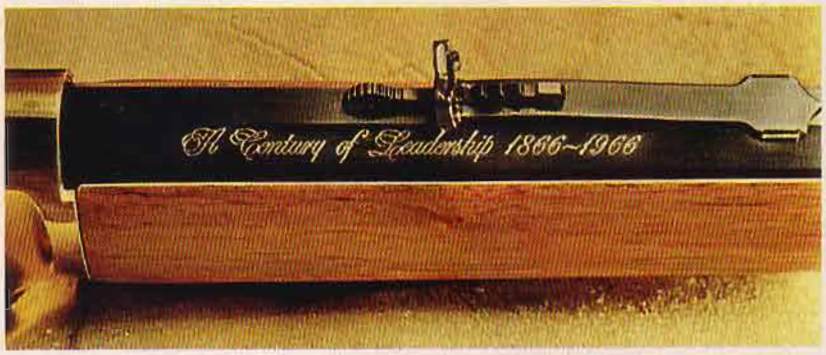
And the original "Yellow Boy" receiver has turned to gold for '66. The rugged high-strength receiver, perfectly bossed at both ends for precise wood-to-metal fit, is gold plated. It's as easy to care for as it is handsome to look at.

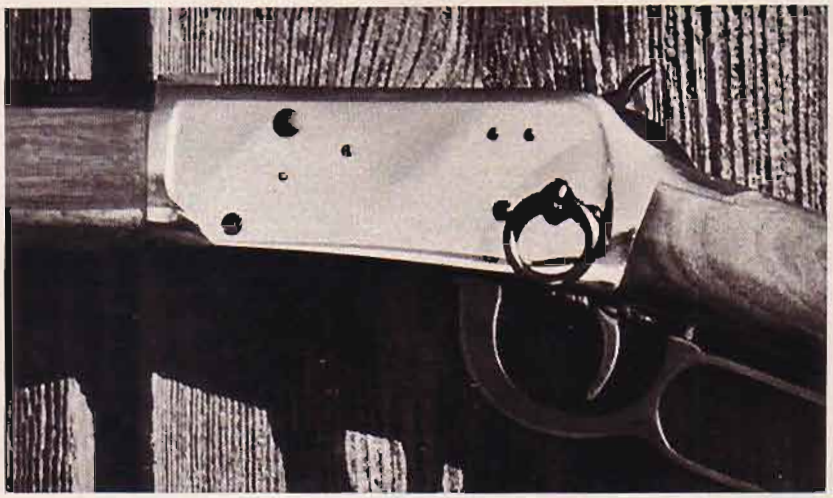
The loading gate spring cover is blued. And there's a traditional saddle ring...decorative and functional.

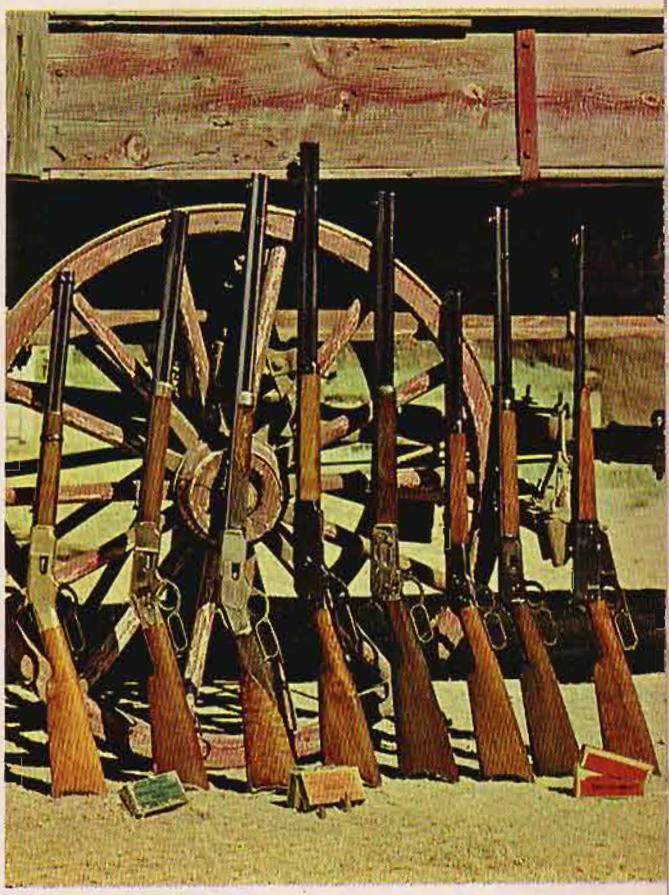
The '66's dependable lever action has undergone improvements since the original patent was issued in March 1866. Today it's stronger and faster to operate. The easy-to-thumb hammer is serrated and has a half-cock safety feature.











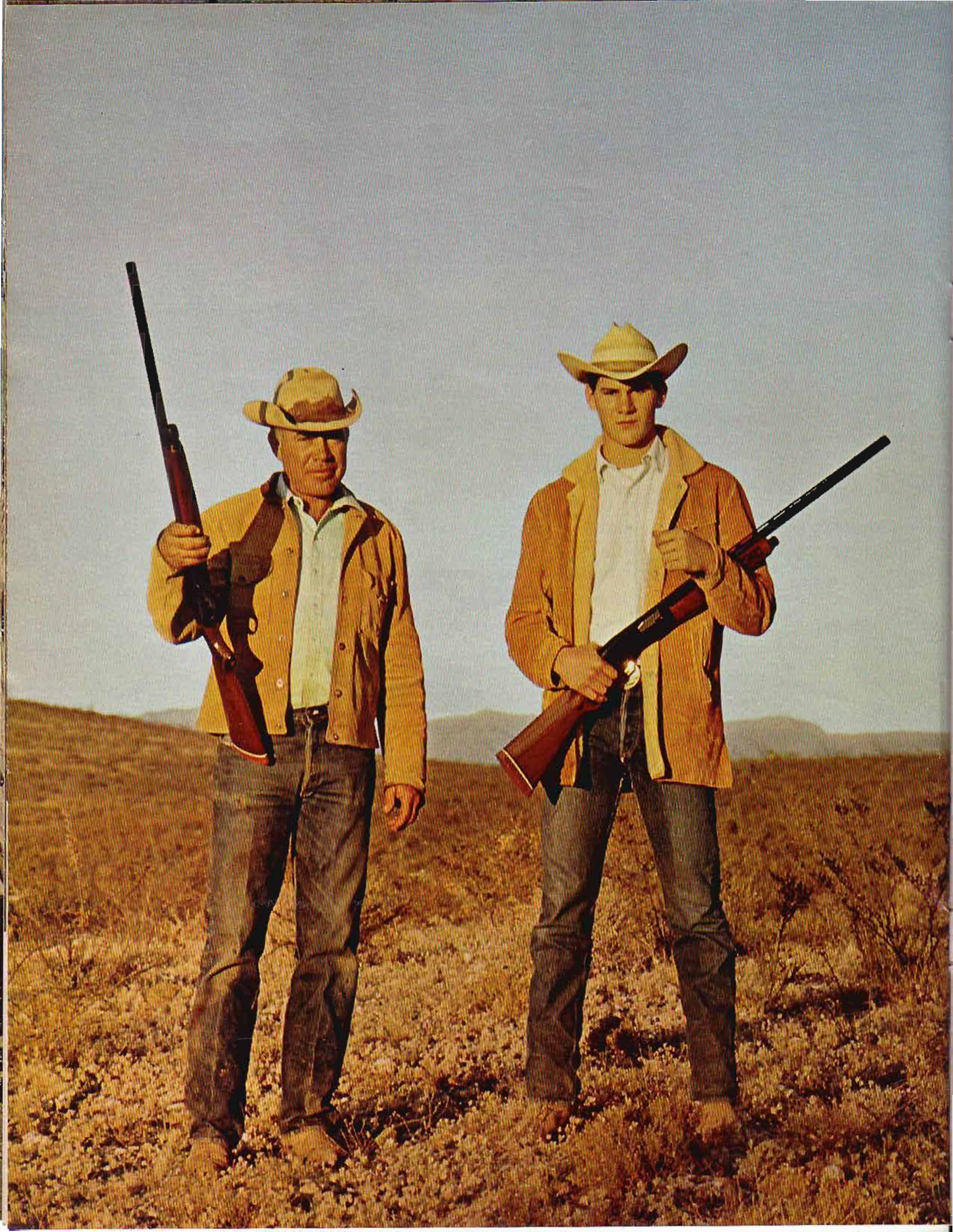
Another traditional feature of the Winchester Centennial '66 is its octagon barrel...rifled in the well-proven one turn in 12 inches. Its eight-sided configuration symbolizes the old...but today it's made of modern Winchester Proof Steel. The front sight is the same style that frontiersmen used to draw down on buffalo. The adjustable rear sight is the semi-buckhorn type. And overlapping the magazine tube, which holds eight 30-30 Winchester cartridges (six in the carbine), is a close grained walnut forearm with a gold-plated tip.

But the extra feeling of pride of ownership you'll get with a limited edition Winchester Centennial '66 is the knowledge that it's a once-in-a-lifetime kind of firearm you'll want to keep in your family for generation after generation. The commemorative inscriptions on the gold-plated upper tang: "WINCHESTER CENTENNIAL '66;" and along the octagon barrel: "A CENTURY OF LEADERSHIP 1866-1966"—make your '66 a true collector's item.

WINCHESTER CENTENNIAL '66 SPECIFICATIONS

Caliber:	30-30 Winchester Carbine	30-30 Winchester Rifle
Magazine Capacity[a]	6	8
Overall Length	38½"	44½"
Barrel Length	20"	26"
Length of Pull	13⅛"	13⅛"
Drop at Comb	2"	2"
Drop at Heel	2¾"	2¾"
Weight	Approx. 7 lbs.	Approx. 8 lbs.
Rate of Twist (Right Hand) One turn in	12"	12"

(a) Add one round for cartridge in chamber.



SHOTGUNS

MODELS 1400 AUTOMATIC AND 1200 SLIDE ACTION

...the world's strongest shotguns with perfect fit, feel, and balance ...can help you "shoot better than you know how!"

Automatic or slide action...it's up to you. Choose the type that suits you best when you go for blacks from your favorite duck blind...or work on your "25 straight" at your local skeet or trap club.

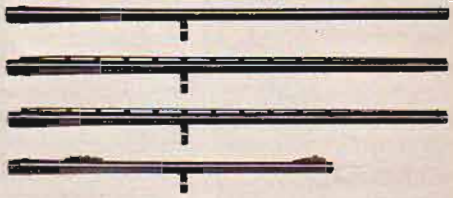
No matter whether you prefer a Model 1400 semi-automatic or a Model 1200 "pump"...they're both Winchesters! You know you've got precision craftsmanship, sure-functioning reliability, fast-swinging balance, and consistently uniform patterns. Here are a few reasons why:

Cross-Bolt Safety conveniently located in front of the trigger. In one smooth motion...from safety to trigger...you can get away quicker shots at a covey rise or a streaking pheasant.

Easy Direct Unloading from magazine with one hand eliminates any chance of an accidental shot shell discharge. Safe. Fast. And easy to load, too.

Rubber Recoil Pad is standard on all Winchester 1400 and 1200 models. This smart lattice-type pad with white spacer gives a gun that finished look.

Front-Locking Rotating Bolt...the world's strongest locking system...has four locking lugs on an engine-turned, tempered steel bolt. When the bolt slides forward, it cams (twists) to lock directly into the barrel—*not the receiver.* This means rigid barrel-to-bolt dependability...and tight breeching for greater strength and safety.



Interchangeable Barrels. Now you can own one receiver, butt stock, and forearm combination, and choose any of several other barrels to fit. Advantage? After several hours of upland game shooting, for example, you might decide to switch to waterfowl. In just seconds ...without special tools or fittings... your gun becomes a duck gun. Or deer gun. Or field gun with ventilated rib.

Trap and skeet barrels are also available.

Your favorite Model 1400 or 1200 can lead many lives...with a wide choice of choke and barrel length combinations ...to open up a new world of shooting enjoyment.

Model 1200 extra barrels: field, $30.00; field with ventilated rib, $58.95; deer gun, $40.00; trap or skeet, $68.95.

Model 1400 extra barrels: field, $32.00; field with ventilated rib, $60.95; deer gun, $42.00; trap or skeet, $70.95.

MODELS 1400 AND 1200 SPECIFICATIONS

Type	Field	Magnum† Field		Field with V.R.	Magnum† Field with V.R.		Deer Gun	Trap Regular Stock	Trap Monte Carlo	Skeet
Gauges	12-16-20	12-20		12-16-20	12-20		12 ONLY	12 ONLY	12 ONLY	12-20
Magazine Capacity*										
Model 1400	2			2			2	2	2	2
Model 1200	4**	4**	4**	4**	4**	4**	4**	4**	4**	4**
Overall Length with 26" Barrel	46⅝"	50⅝"(3)	48⅝"(1)	46⅝"	50⅝"(3)	48⅝"(1)	42⅝"(2)	51"(3)	51"(3)	46⅝"
Length of Pull	14"	14"	14"	14"	14"	14"	14"	14⅜"	14⅜"	14"
Drop at Comb	1⅜"	1⅜"	1⅜"	1½"	1½"	1½"	1½"	1⅜"	1½"	1½"
Drop at Heel	2⅜"	2⅜"	2⅜"	2½"	2½"	2½"	2⅜"	1⅞"	2⅛"	2½"
Drop at Monte Carlo	—	—	—	—	—	—	—	—	1½"	—
Weight (lbs.)	6¼-7	7¾	7⅞	6½-7¼	7⅞	7⅝	6½	8¼	8¼	7¼-7½
Sights	Metal Bead Front	Metal Bead Front	Metal Bead Front	Metal Bead Front	Metal Bead Front	Metal Bead Front	Rifle Type Front and Rear	Metal Middle, Red Front	Metal Middle, Red Front	Metal Middle, Red Front

*Using Super-Seal Crimp Shells.
(1) 28" Barrel.
(2) 22" Barrel. (3) 30" Barrel.

**Factory installed removable plug limits magazine capacity to 2.
†3" Magnum chamber offered in Model 1200 only.

12 GA. 2¾ IN.
RANGER
MARK 5
RA12MV
3-1⅛-6
12 GA. 500 2¾"
Western
AA
TRAP LOADS
2¾-1⅛-7½
12 GA. 500 2¾"
AA
SKEET LOADS
12 GA. 2¾ IN.
MARK 5
SS12P6
SX12P6
12 GA 2¾ IN.
SUPER
MARK 5
SX12P6
1⅛-6
A.
B.
C.
D.
E.

MODEL 1400 AUTOMATICS

...most comfortable, best performing shotguns you can own!

A. Model 1400 Automatic Field Gun: $144.95. Here's an automatic that's out in front of all the others. Weighs less than 7 pounds...has up to 10% less recoil than any other automatic...and a rotating bolt head that locks into the barrel. Its rust-proof aluminum receiver stands up under the roughest treatment. The 1400 is quick loading, has a unique self-metering gas system that handles 2¾" Magnum and standard loads without adjustment.

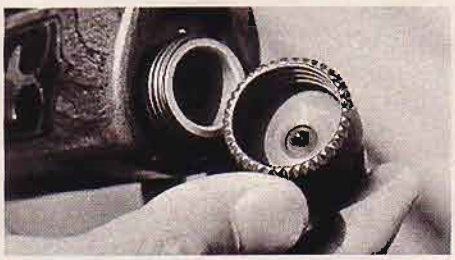
B. Model 1400 Automatic with Ventilated Rib: $169.95. Sometimes it's possible to improve on the best. Like adding a full-floating ventilated rib to the Model 1400. Canting, mirages, and heat distortion are things of the past as you look down this flat, wide sighting plane.

C. Model 1400 Automatic Deer Gun: $154.95. This is the finest automatic shotgun for big game that you can buy. Specially bored 22" barrel. Takes Super-X or Super-Speed rifled slug loads or Plastic/Mark 5 Super Buckshot loads. Quick loading, gas-operated. Fast-swinging. Functions under any conditions of heat, cold, dampness, or dust. Rotating bolt-locking system. Front ramp sight. Adjustable rear sporting sight. That's Winchester's Model 1400 Deer Gun.

D. Model 1400 Automatic Skeet Gun: $194.95. When you're shooting 200 to 300 shot shells a day on the skeet field you'll appreciate this beautifully balanced (7½ pounds), gentle-recoiling Model 1400. You'll like the scores you post, too...just ask any top shooter about Winchester's special skeet choke! The 1400 gives you dependable shot patterns, sure-fire reliability, fast action, and extra strength.

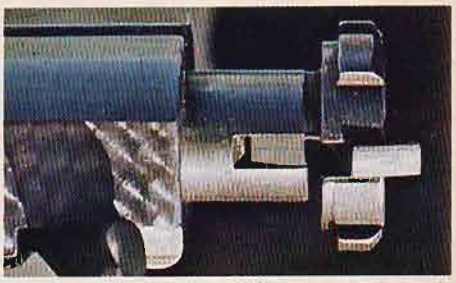
E. Model 1400 Automatic Trap Gun: $194.95; Monte Carlo: $204.95. Perfect fit...precise balance...easy handling...clear sighting...these are *musts* for a successful trap gun. And you get them all in this Model 1400 together with special precision choke boring...positive fast-functioning action...ejected shells drop at your feet...and greatly reduced recoil which makes it *the* fast one for doubles. Available with handsomely finished Monte Carlo (or regular stock) of semi-fancy walnut, fluted comb, pistol grip cap, rib extension on receiver, and engine-turned bolt.

Up to 65% less recoil than fixed action shotguns...and 10% less than any other automatic. You'll appreciate this feature if you find yourself beginning to flinch toward the end of the day. Also, the 1400's minimum recoil lets you get away those fast second and third bird-dropping shots. Now even women and children find all-day shooting a pleasure.



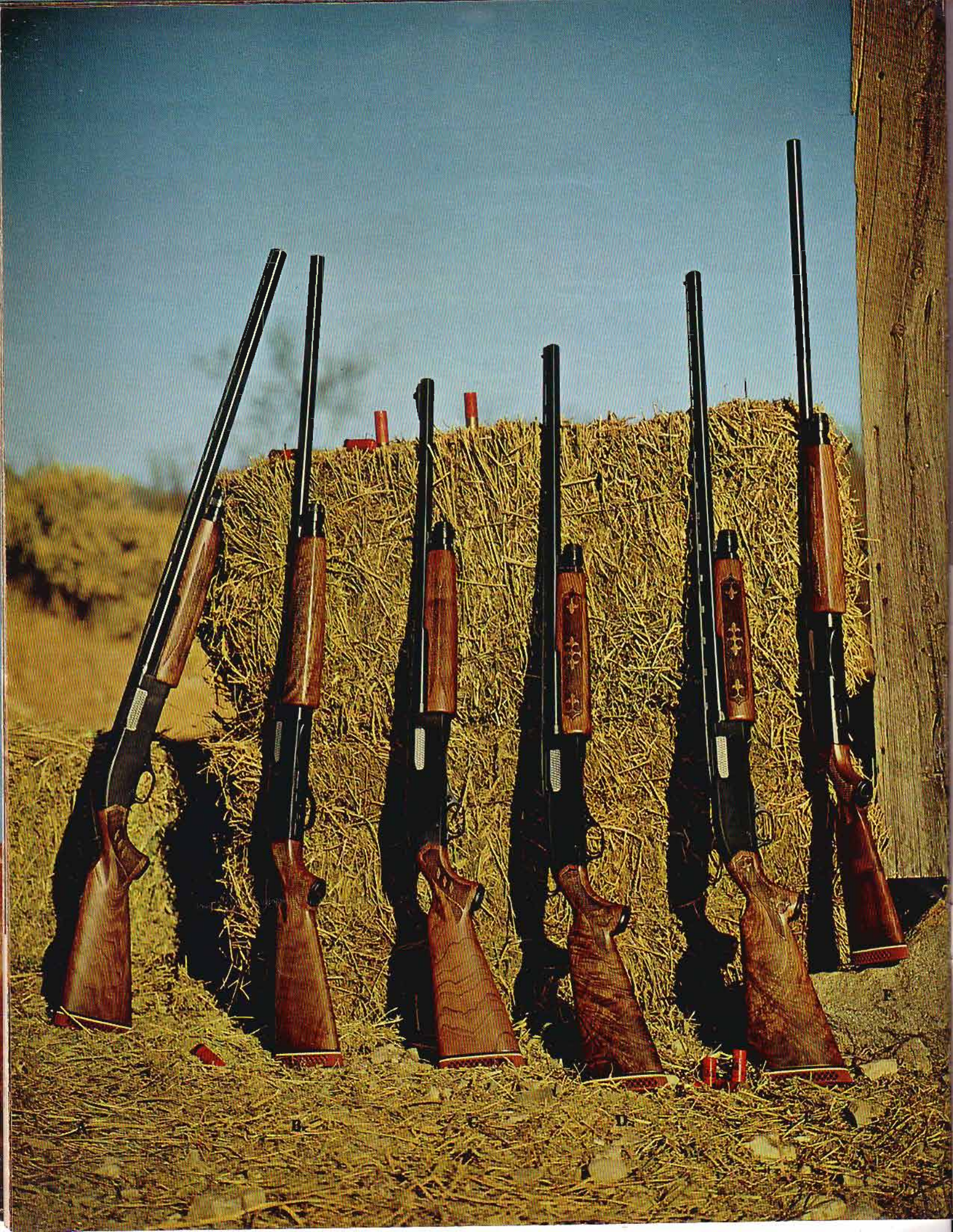
Self-compensating gas system—self-metering valve in the gas chamber adjusts automatically for 2¾" standard and Magnum loads. Minimizes wear and tear on parts...diverts excess gas away from barrel...eliminates sighting distortion. You never have to fumble with dial adjustments on a Model 1400.

Handsomely checkered butt stock and forearm enhance the Model 1400's beauty and sleek contour. The gracefully fluted comb...perfect metal-to-wood fit...comfortable pistol grip with cap...are other touches you'll like. All are typical of the quality workmanship you can expect from Winchester. All are reasons why we say with confidence that there's never been an automatic shotgun like the Model 1400.



World's strongest locking system is a Winchester exclusive. The four locking lugs of this bolt design cam (twist) to lock directly into the barrel—*not the receiver*. The unique Winchester bolt actually has a larger bearing surface at the breech than the locking system of high-powered, bolt-action rifles...which develop pressures four times as great as those found in shotguns. In actual tests, this action stood up after firing tens of thousands of rounds.

When the accurately-machined bolt slides smoothly forward, you've got strength where it really counts. Greater strength than ever before possible in a shotgun...and greater safety, too.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F

A note to Sportsmen:

"I really learned the historical significance behind the phrase 'The Gun that Won the West,' when I was on location painting 'Stagecoach' to illustrate the 20th Century-Fox motion picture.

"Everybody, I learned, wanted a Winchester in those days — including the Indians. That's why Martin Rackin, the producer, insisted all the rifles used in the movie be Winchesters.

"I hope you enjoy my interpretation of the exciting stagecoach chase you'll see in the motion picture . . . and also learn what it means to be a Winchester Man."

Norman Rockwell

Order Form Fill out this order form for a 28" x 14" reproduction of the dramatic "Stagecoach" painting by Norman Rockwell.

Please send me _____ "Stagecoach" print(s) ready for framing. I enclose $1.00 (check or money order) for each.

My name _____

Address _____

City _____ State _____ Zip _____

Mail this form to: "Stagecoach"
Winchester-Western
P.O. Box 906
New Haven, Connecticut 06504

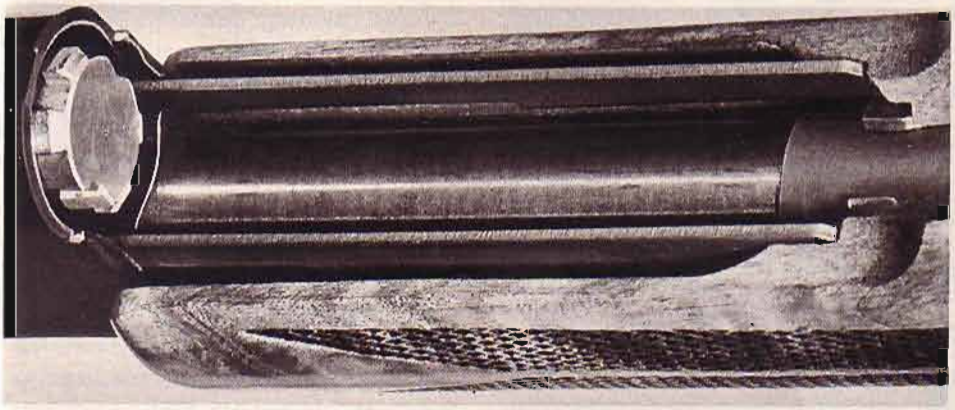
and all-weather reliability. Its light weight makes the 1200 as fast at sundown as it was at sunup! Added pride-of-ownership features include American walnut stock, fluted comb, pistol grip cap, engine-turned bolt, rubber recoil pad.

and balance, maintains the tradition. Dependable...fast...uniform patterning ...trouble-free operation...and effortless "shucking." Load-up with Winchester or Western Double A skeet loads and you've got everything going for you!

ıil forearm
ıer "shucking."

E. Model 1200 Trap Gun: $184.95; Monte Carlo: $194.95. A trap gun either feels right when you bring it to your shoulder...or it doesn't. This one does. It's got perfect fit, feel and balance. Light... and so fast and smooth that even doubles shooting is easier. Get your eye looking down the center of the rib so you see all of the front sight . . . and if your lead is right, just slap the trigger. You'll like the patterns you get...dense and uniform. Especially when you feed the 1200 Double A target loads.

F. New 3" Magnum Model 1200 Field Gun: $119.95; With Ventilated Rib: $144.95. Chambered to handle both 3" Magnums and all 2¾" shells including Magnums, these new-for-1966 slide actions have the same features that made the 1200s famous. Take your choice of plain barrel or ventilated rib . . . and you're set for some powerful shooting.



Twin-action slide bars are the key to the Model 1200's smooth operation. Two slide arms join the action slide handle to the breech block. This design results in the fastest, smoothest "shucking" you'll ever find in a pump gun. It also means durability and reliability in all kinds of weather.

And as a safety feature, the 1200 has an interrupted trigger. The hammer will not follow down if the trigger is held during operation of the slide...but recovers when trigger is released.

Rubber recoil pad is standard on all Model 1200 shotguns. This comfortable pad is of the lattice-type design with a white spacer. It's another little extra that you get with a Winchester 1200... at no extra cost.

Front-locking rotating bolt locks into barrel like lugs on a safe. It's the strongest locking system in the world . . . because the bolt locks securely into the Model 1200 barrel—*not the receiver.* This unique Winchester bolt has a larger bearing surface at the breech than the locking system of most high-powered, bolt action rifles (where pressures are four times as great as those found in shotguns). Here's strength where it counts...tight breeching and more safety than ever before possible.

Norman Rockwell painting a portrait of Michael Connors, one of the stars of the film "Stagecoach."

Norman Rockwell was commissioned by producer Martin Rackin to capture the theme of his western drama "Stagecoach" in an oil painting. As our Centennial catalog cover shows, Mr. Rockwell accomplished this vividly and unforgettably. He also accepted a small role in the film and enjoyed his first attempt at acting in motion pictures.

"Stagecoach" — a remake of the western classic bearing the same title for 20th Century-Fox release — was directed by Gordon Douglas and features an impressive cast. It stars Ann-Margret, Red Buttons, Michael Connors, Alex Cord, Bing Crosby, Bob Cummings, Van Heflin, Slim Pickens, Stefanie Powers, Keenan Wynn — and, of course, Mr. Rockwell.

"Stagecoach" was filmed in CinemaScope and DeLuxe Color high in the Rocky Mountains, near Boulder, Colorado, in settings that have changed little since the days of the first Winchester.

MODEL 1200 SLIDE ACTIONS

...twin action slide bars...extended beavertail forearm ...give you a competitive edge with faster, smoother "shucking."

A. Model 1200 Field Gun with Ventilated Rib: $124.95. Here's the fast-swinging, smooth-working Model 1200 with a full-floating ventilated rib...an advantage appreciated by all shooters. The extra wide rib gives you a perfect, receiver-to-muzzle sighting plane that greatly reduces canting and distracting heat distortion.

B. Model 1200 Field Gun: $99.95. This scattergun will give you a lifetime of shooting pleasure. Its twin action slide bars...extended beavertail full-grip forearm . . . mean fast, smooth "shucking" for every size shooter, big or small.

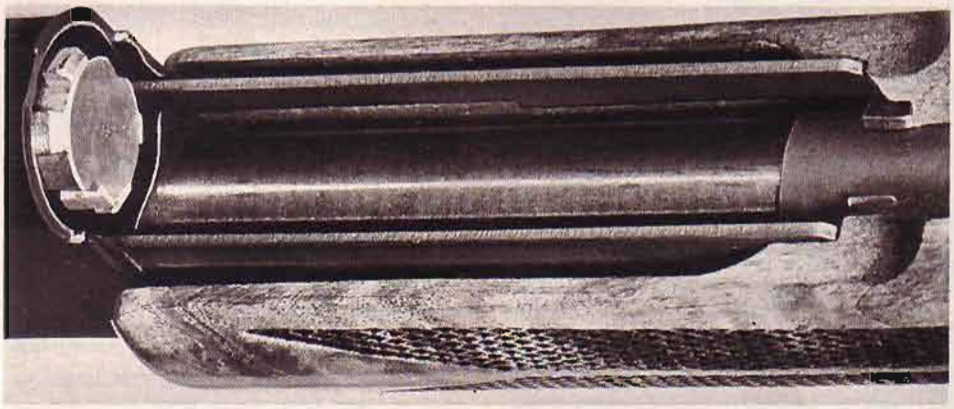
It's designed with strength to spare ...front-locking rotating bolt head... and all-weather reliability. Its light weight makes the 1200 as fast at sundown as it was at sunup! Added pride-of-ownership features include American walnut stock, fluted comb, pistol grip cap, engine-turned bolt, rubber recoil pad.

C. Model 1200 Deer Gun: $109.95. The fast-pointing 22" specially bored barrel on this Model 1200 lets you go "rifle" hunting with a shotgun. Fitted with an adjustable elevator rear sight, it has all the advantages of the 1200s, plus being specifically designed for big game hunting. All you have to do is chamber a 12 gauge Super-X or Super-Speed hollow-base rifled slug or Plastic/Mark 5 Super Buckshot load . . . and you're ready for venison.

D. Model 1200 Skeet Gun: $184.95. Ever since the game of skeet was introduced, Winchesters have been winning championships for their owners. This bird-powdering gun, with its perfect fit, feel, and balance, maintains the tradition. Dependable...fast...uniform patterning ...trouble-free operation...and effortless "shucking." Load-up with Winchester or Western Double A skeet loads and you've got everything going for you!

E. Model 1200 Trap Gun: $184.95; Monte Carlo: $194.95. A trap gun either feels right when you bring it to your shoulder...or it doesn't. This one does. It's got perfect fit, feel and balance. Light... and so fast and smooth that even doubles shooting is easier. Get your eye looking down the center of the rib so you see all of the front sight . . . and if your lead is right, just slap the trigger. You'll like the patterns you get...dense and uniform. Especially when you feed the 1200 Double A target loads.

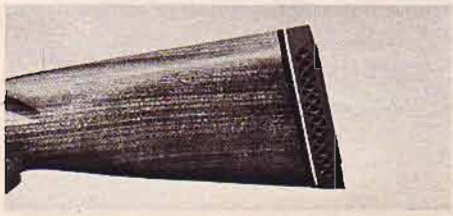
F. New 3" Magnum Model 1200 Field Gun: $119.95; With Ventilated Rib: $144.95. Chambered to handle both 3" Magnums and all 2¾" shells including Magnums, these new-for-1966 slide actions have the same features that made the 1200s famous. Take your choice of plain barrel or ventilated rib . . . and you're set for some powerful shooting.



Twin-action slide bars are the key to the Model 1200's smooth operation. Two slide arms join the action slide handle to the breech block. This design results in the fastest, smoothest "shucking" you'll ever find in a pump gun. It also means durability and reliability in all kinds of weather.

And as a safety feature, the 1200 has an interrupted trigger. The hammer will not follow down if the trigger is held during operation of the slide...but recovers when trigger is released.

Rubber recoil pad is standard on all Model 1200 shotguns. This comfortable pad is of the lattice-type design with a white spacer. It's another little extra that you get with a Winchester 1200... at no extra cost.



Front-locking rotating bolt locks into barrel like lugs on a safe. It's the strongest locking system in the world . . . because the bolt locks securely into the Model 1200 barrel—*not the receiver.* This unique Winchester bolt has a larger bearing surface at the breech than the locking system of most high-powered, bolt action rifles (where pressures are four times as great as those found in shotguns). Here's strength where it counts...tight breeching and more safety than ever before possible.

MODEL 101 OVER-AND-UNDER

...throw it up to your shoulder ...and get that nice "can't miss with this one" feeling.

Heft a 101 and you'll appreciate what perfect balance means. Tuck it into your shoulder. Comes up fast. Puts you on target. That's why the real beauty of the 101 is not its appearance... handsome as it may be... but in its being part of the shooter.

And precision barrels fit the hand-engraved receiver with micrometer perfection. There's a high-gloss finish on the polished, fine-grained, fluted walnut stock. Beautiful hand checkering enhances the pistol grip and beavertail forearm. Little wonder the 101 is about to become a modern classic.

Model 101 Trap Gun with Monte Carlo: $308.95; Regular Stock: $298.95. Here's a good reason why the over-and-under has been increasing in popularity across the nation. The Model 101 with 30" Full and Full barrels is a target busting favorite for 16 yard, handicap or doubles. Receiver-to-muzzle ventilated rib, with metal front and middle sights, makes the 101 fast sighting. These features plus the over-and-under's natural beauty mean you can expect to see even more 101s on the trap fields this year... when the High Gun trophies are handed out.

Model 101 Field Gun with Ventilated Rib: $283.95. This fast-swinging, fast-sighting over-and-under puts you on game and keeps you there. The single selective trigger is not set by recoil—all you do is pull it. You never have to worry about losing a bird or a target through misfires. And, the barrel selector (which also serves as the manual safety) is conveniently thumb controlled. Shell ejection is automatic. Chrome-plated bores and chambers virtually eliminate rusting and leading. As a final touch, all visible metal surfaces are engine-turned.

New Model 101 Magnum Field Gun with Ventilated Rib: $293.95. (Available in June 1966.) Now you can have a really

long-yardage version of the Model 101. In 12 gauge, this gun will chamber 3" Magnum shells as well as standard 2¾" Magnums. The result is added knock-down power plus the classic features of the Model 101. Available in 30" Full and Full barrels.

Chrome-plated barrels and chambers virtually eliminate rusting and leading ...all visible external surfaces are engine-turned to enhance the appearance of the Model 101. Spent shells eject automatically when the gun is opened. Unfired shells remain, but are lifted out of the chamber for your easy hand removal. The barrel selector button and manual safety are conveniently located on the upper tang of the stock. If for any reason the first barrel fails, the second will fire simply by repulling the trigger.

MODEL 101 SPECIFICATIONS

Type	Field	Magnum Field	Skeet	Trap Reg. Stock	Trap Monte Carlo Stock
Gauge	12 only	12 only	12 only	12 only	12 only
Overall length	42¾" (26" barrels)	46¾"	42¾"	46¾"	46¾"
Length of Pull	14"	14"	14"	14⅜"	14⅜"
Drop at Comb	1½"	1½"	1½"	1⅜"	1⅜"
Drop at Heel	2½"	2½"	2½"	1⅞"	1⅞"
Drop at Monte Carlo	–	–	–	–	1⅜"
Pitch Down	–	–	–	1¼"	1¼"
Recoil Pad	None	Yes	None	Yes	Yes
Weight (lbs.)	7½-7¾	7¾	7½	7¾	7¾
Sights	Metal Bead Front	Metal Bead Front	Metal Bead Front and Middle	Metal Bead Front and Middle	Metal Bead Front and Middle

FOR DISCRIMINATING SPORTSMEN ...the best there is.

Model 12 Super Pigeon Grade Slide Action Shotgun: $825.00. To hand-finish a gun this superbly takes the skill of our master craftsmen. You have your choice of three distinctive receiver engravings. The full fancy American walnut stock is made to your individual measure with Monte Carlo, cheek piece, and offset as options. (Other styles of carving or checkering on stock and forearm are available at additional cost.) All working parts are hand-smoothed and fitted.

Available in 12 gauge only; standard barrel lengths and chokes; and full-floating ventilated rib.

Winchester Model 21 Double Barrel Shotguns—Custom Grade: $1,000.00; Pigeon Grade: $2,500.00; Grand American: $3,500.00. For the fortunate few to whom price is secondary, Winchester offers a premier line: the famous Model 21 shotgun.

In the Winchester tradition of excellence, neither labor, time, nor material is spared to produce the magnificent handcrafted Model 21—one of the world's finest shotguns. Made to your individual measurements and requirements, the Model 21 assures you pride of ownership beyond compare.

Write for complete details.

AMMUNITION

WINCHESTER-WESTERN SHOT SHELLS

...Plastic/Mark 5...Double A...the finest hunting and target loads ever made.

When the first shot has to count...at a quick-climbing pheasant...a spooked Georgia quail covey...or a fast-flying mallard...you can depend on Winchester or Western Plastic/Mark 5s.

There just isn't a shot shell any better when it comes to denser, more even patterns and harder hits at all shooting ranges. The main reason is the exclusive Mark 5 protective collar which encloses the shot load inside the plastic hull.

This collar guards the pellets against deformation by cushioning the shot as it travels through the barrel. The shot stays round...flies true. Result: Mark 5 loads deliver shot where you want it, when you need it.

Hunter or target shooter...beginner or old pro...if you've ever shouldered a shotgun, load-up with Mark 5s and Double As...you'll discover bigger game bags and higher scores.

Compression-Formed Plastic/Mark 5

Poly-Formed Plastic/Mark 5

Western Super-X and Winchester Super-Speed Compression-Formed Plastic/Mark 5 shot shells are the strongest ever made. With tensile strength up to 35,000 p.s.i., they resist tube splitting...and even without their high-brass head, they are more than strong enough to be fired. You couldn't ask for more strength in a shot shell.

The strength of the Compression-Formed Plastic/Mark 5 starts with its one-piece construction. Case sidewall and base wad are one unit. The hull has only two openings: one where the shot goes out...and one where the primer goes in. The possibilities of gas leak or shoot-off are completely eliminated.

The slick, scuff-proof surface is self-lubricating for faster feeding, chambering, and ejection. Won't swell when wet ...lose power in heat or cold...or rust —thanks to its solid brass head.

The Compression-Formed Plastic/Mark 5 is the heavyweight of the line—built with strength to spare for potent, long-range loads. And, if you like to "roll your own," Mark 5s stand up reload after reload.

Western Xpert and Winchester Ranger Poly-Formed Plastic/Mark 5 shot shells are the rugged ones it takes for upland game and target shooting. These low-brass shells are ideal when a heavy load isn't needed. They'll deliver more than enough punch...round after round.

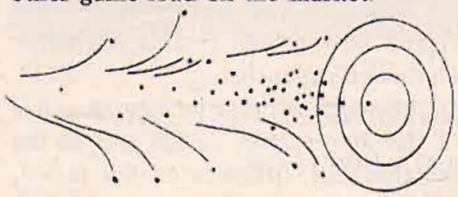
The Mark 5's hard, slick plastic case won't scuff or swell. They load and chamber fast...and assure jam-free extraction shot after shot. Weather never bothers Ranger and Xpert Plastic/Mark 5s. Shooting performance is consistent...no power loss due to dampness or age. And, the exclusive sealed gas chamber keeps powder gases where they belong—behind the shot column.

These shot shells also feature molded fiber wads...uniform polished shot... original Super-Seal Crimp...non-corrosive priming...and progressive burning powder.

Ranger and Xpert Plastic/Mark 5s, with both a plastic outer hull and shot-protecting inner collar, are available in standard field loads and trap and skeet loads. These fine shells match the premium loads of other manufacturers ...but you pay only *regular prices* for Winchester Ranger and Western Xpert Plastic/Mark 5 shot shells.

Plastic/Mark 5 Performance is unmatched by any other game load on the market. Reason? The unique Mark 5 protective collar that's wrapped around the shot inside the rugged plastic hull.

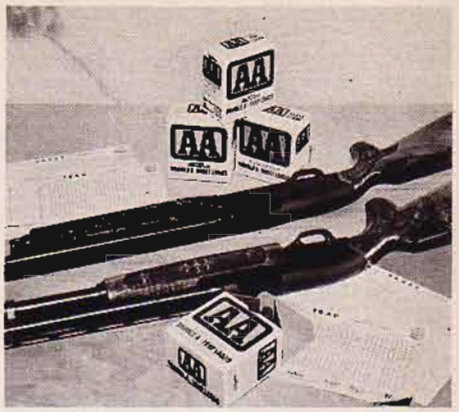
This collar protects the pellets from pattern-destroying deformation when a round is fired. Advantage? The shot is cushioned as it travels through the barrel. Only the collar, not the pellets, takes the punishment...more shot stays round...more shot stays in the pattern ...and more shot gets on the target... with more power for sure game-getting knock-downs. That's Mark 5 performance...performance unmatched by any other game load on the market.



Mark 5s never give you patchy patterns either. Again, because of the protective collar, you get up to 10% more shot in them. You get denser—not smaller—patterns. You get concentration of shot where you need it...on target. No stray pellets. No wayward shot. Fewer "feathered" or "dusted" birds.

More shot gets to the target sooner, too, with Mark 5s. Why? Because a Mark 5 gives you 10% shorter shot strings. Shot isn't strung out after the target has passed, but goes where you want it, when you need it...every time.

And Mark 5 delivers at all ranges—long and short. You actually get magnum performance with no increase in recoil —the effect of up to an extra ¼ ounce more shot—at Dakota pheasant, Virginia quail, or Iowa cottontails.



Winchester and Western Double A Shot Shells are the strongest, best performing target loads made. Whatever your trap or skeet rating, you'll find Double A loads still able to pick up a target or two for you.

The exclusive Double A wad incorporates all the benefits of the Mark 5 collar—plus...tight gas seal for superior patterning and low recoil...the new harder shot stays round for target-busting patterns at all ranges. There are never any blown patterns since the Double A wad drops away from the shot column as it leaves the muzzle.

The Double A's solid head unitized construction eliminates a separate base wad...nothing to fail or shoot out. Natural lubricating qualities of the plastic Double A shell minimize friction, give faster, easier feeding, chambering and ejection. The tube is so durable that a skilled reloader with proper equipment and Winchester-Western components can expect up to 50% more reloads from Double A shells than from any other plastic shells...up to 300% more than with any paper tube. Crimping is easier and better, too. No crimp starter tool required.

There are other reasons for the excellent reloading characteristics of the Double A. The top of the primer is flush with the base of the tube. This means superior ignition because powder is close to the primer—no hideaway places for the powder.

And you get superior gas sealing from the solid head unitized construction combined with the Double A wad. You even use less powder when reloading.

No wonder shooters with double A ratings call Double A shot shells the strongest, best performing target loads ever made. Try 'em!

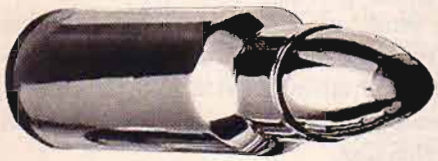
WINCHESTER-WESTERN CENTER FIRE CARTRIDGES

...load-up with Power-Point and Silvertip for the ultimate in power and performance.

To be successful, a hunter needs three things: know-how, a little luck, and a small streamlined projectile weighing something less than an ounce and traveling far above supersonic speed. Only if this bullet flies true, and has enough energy left to do its job, will all your hard work, marksmanship and rifle accuracy pay off.

Winchester-Western has always led the way in developing and improving cartridges and bullets that combine top accuracy, proper mushrooming and high residual energy.

The result is trophy-stopping power at all ranges. With Winchester-Western Power-Point and Silvertip you can choose from a complete line of center fire ammunition. From a wind-bucking, flat-out trajectory bullet with enough residual energy to drop 'em way out there...to a magnum that really knows how to say "WHOA!" to close-range dangerous game...successful hunters demand Power-Point and Silvertip. That's one reason they're successful.



Power-Point. Here's the improved soft point bullet that gives you tremendous shock effect with as little as one-third the lead loss...no mushroom collapse ...and better than double diameter controlled expansion.

The secret of such performance lies in the Power-Point design and in the metallurgical structure of the jacket, mouth, and core. There are six scientifically placed notches in the bullet's

jacket. These control expansion from moment of impact to deep internal penetration at all hunting ranges: 100 yards ...200 yards...300 yards...400 yards... and 500 yards.

Design and structure of the Power-Point—uniform, controlled expansion at all ranges—make it the greatest softnose bullet ever fired from any rifle. Just ask any trophy hunter.

Silvertip. This is a powerhouse designed for the heavy ones—a stopping load for the close-range dangerous ones. It's a classic in bullet perfection. The thin soft jacket which covers the lead core protects the Silvertip bullet from being battered in the magazine or damaged during loading.

It permits the bullet to penetrate hair, hide, and outer layers of animal tissue with a minimum loss of velocity and energy.

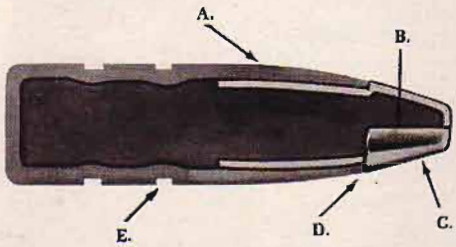
After initial penetration, the Silvertip's jacketed tip bursts and the bullet mushrooms fast—expending its energy quickly in the vital areas. Thin at the tip and thicker at the base, this special alloy jacket allows easy initial expansion but checks excessive expansion which would cause the bullet to shatter on impact and lose its effectiveness.

What's more, the streamlined profile of the Silvertip adds yards to its effective accurate killing range and gives you consistently higher residual energy and flatter trajectory...an important consideration for long-range shooting on wide plains, and on cross-valley mountain shots.

No matter what species of big game you're after—from a spring-legged white tail to a broad-shouldered brown bear —there's just the right Power-Point or Silvertip cartridge to bring it down.

These Winchester and Western modern classics in cartridge design come in a full range of calibers and bullet weights —Western Super-X and Winchester Super-Speed.

Exclusive Silvertip features



A. Tough outer jacket encases core and tip jacket.
B. Lead core tip protected by thin jacket.
C. Expansion of bullet delayed while tip jacket remains intact.
D. Rapid expansion after jacket bursts.
E. Final expansion regulated by curling of edge of outer jacket.

1. Jacket of Silvertip extends back and under heavier copper base. Eight sides of mouth of bullet jacket designed for uniform peel-back.

2. Upon entering game, early expansion is controlled by tip jacket; jacket starts to rupture along sides—mushroom starts evenly on all sides, penetrating tough hide and tissue.

3. Going deeper, Silvertip bullet expands fully, then begins rupture of heavy base jacket...mushroom is still even, controlled.

4. WHAM! a full, double caliber mushroom plows right in, releasing tremendous energy just where you must have it.

WINCHESTER-WESTERN RIM FIRE CARTRIDGES
...first choice for smallbore shooting.

Smallbore rifle and pistol champions, plinkers, and small game hunters everywhere rely upon the accuracy and dependability of Winchester-Western 22 caliber rim fire cartridges.

Their reputation for reliable, dead-center precision is well-deserved. Whether you're shooting the standard or high velocity 22 Short, the 22 Long, the 22 Long Rifle, special match ammunition, or the potent 22 Winchester Magnum Rimfire cartridge, you'll find the same superior shooting qualities. Why? Rigid quality standards. Extensive research and development. 100 years of experience.

Here are the features you can expect from Winchester-Western rim fire cartridges: 1. Non-corrosive, non-fouling, super-sensitive priming for lightning-fast, uniform ignition. 2. Smokeless, clean-burning, power-packed powder for the needed velocity and energy to do the job. 3. Precision-made bullets with weight and contour perfectly matched for flatter, truer flight. And Winchester-Western's special lubricants guarantee cleaner handling, greater barrel protection, and accuracy that puts you on target every time.

For maximum impact after penetration you'll like Western Super-X Lubaloy and Winchester Super-Speed Kopperklad bullets, with their outer copper alloy coating. They mushroom like big game bullets. Lubaloy and Kopperklad coatings also give extra wear-reducing protection for your rifle barrel.

Western Super-X and Winchester Super-Speed 22 hollow points provide extra knockdown power and maximum controlled bullet upset. They perform just like Silvertip and Power-Point center fire ammunition.

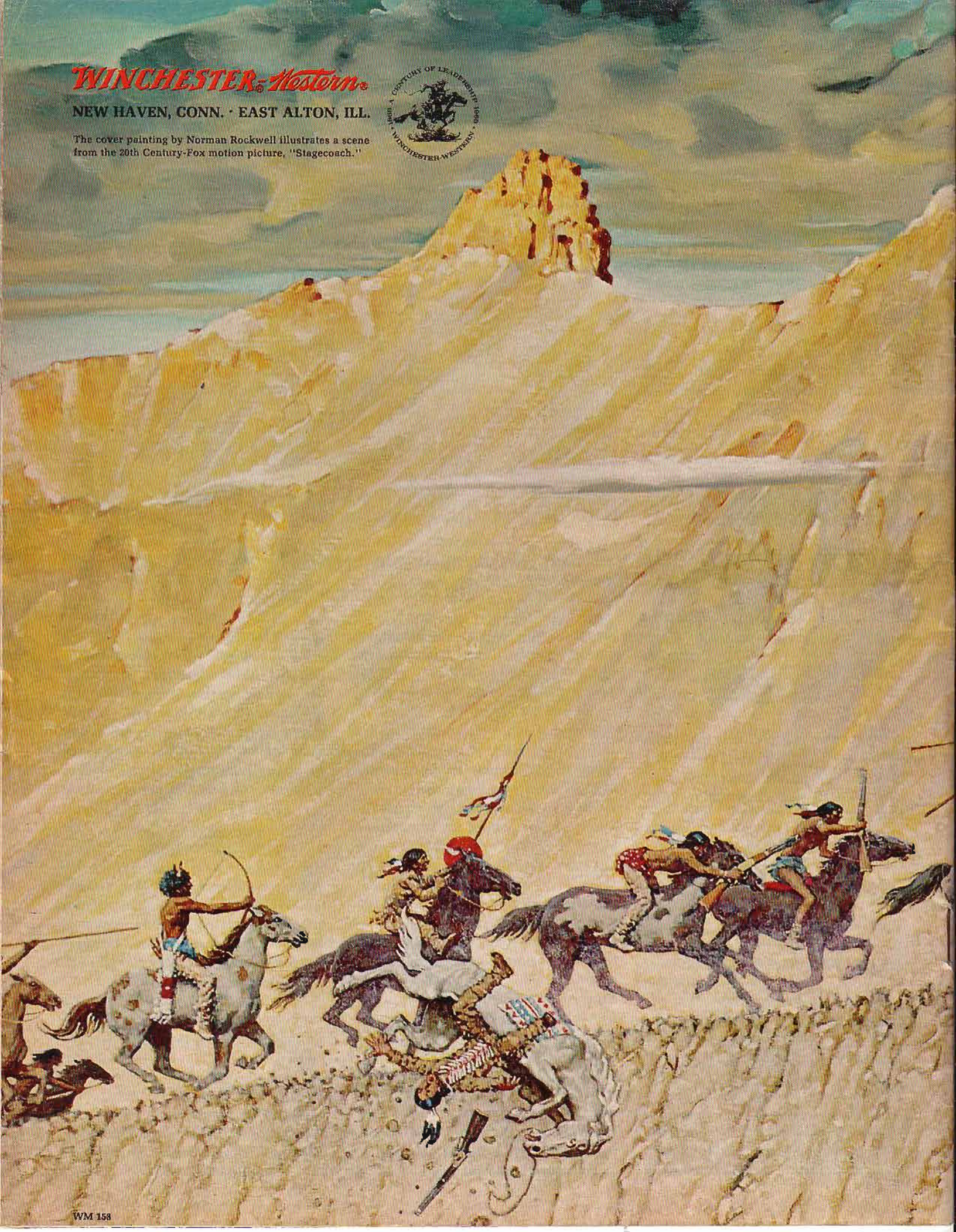
The strong, top-quality brass cases are manufactured to the closest tolerances for consistent accuracy and guaranteed fast, reliable ignition.

Winchester and Western trademarks signify products of highest quality—the finest rim fire ammunition you can buy. Super-X and Super-Speed. Standard velocity Xpert and Leader. Match-winning Super-Match and EZXS.

WINCHESTER-Western

NEW HAVEN, CONN. · EAST ALTON, ILL.

The cover painting by Norman Rockwell illustrates a scene from the 20th Century-Fox motion picture, "Stagecoach."



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